

## ORDER



**Wichita KS KSNW**

## Orders

Order / Rev:	A2595864
Alt Order #:	
Product Desc:	Lindstrom For Senate
Estimate:	
Flight Dates:	07/10/20 - 07/23/20
Original Date / Rev:	07/08/20 / 07/08/20
Order Type:	REG

Primary AE:	<u>KSN Local House</u>
Sales Office:	<u>L-WIC</u>
Sales Region:	Loc

## Agency

Name: Dave Lindstrom for US Senate

Buying Contact: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

1310-A Westloop Place #353

Manhattan, KS 66502

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM
Agency Commission:	15%

## Advertiser

Name:	POL/Dave Lindstrom/US Senate/KS/R
Demographic:	A25-54
Product Codes:	PL11
Revenue Code 1:	AGY
Revenue Code 2:	POL
Revenue Code 3:	POL-CAND
Priority:	P5

Order Brand:	
New Business Thru:	
Advertiser External ID:	
Agency External ID:	
Unit Code:	General
Order Separation:	00:15:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/26/20	146	\$25,000.00	\$21,250.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	146	\$25,000.00	\$21,250.00	0.00
<b>Totals</b>	<b>146</b>	<b>\$25,000.00</b>	<b>\$21,250.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KSN Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	07/10/20	07/23/20	KSN Today 1	CM	5-6am	11111--	:30	5	\$50.00	P4	0.00	NM	11	\$550.00
Channels : KSNC,KSNG,KSNL,KSNN															
KSN Today 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	----2--		2				\$50.00		0.00			
Week:		07/13/20	07/19/20	11111--		5				\$50.00		0.00			
Week:		07/20/20	07/26/20	1111---		4				\$50.00		0.00			
N 2	Multi	07/10/20	07/23/20	KSN Today 2	CM	6-7am	11111--	:30	5	\$100.00	P4	0.00	NM	11	\$1,100.00
Channels : KSNC,KSNG,KSNL,KSNN															
KSN Today 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	----2--		2				\$100.00		0.00			
Week:		07/13/20	07/19/20	11111--		5				\$100.00		0.00			
Week:		07/20/20	07/26/20	1111---		4				\$100.00		0.00			
N 3	Multi	07/10/20	07/23/20	M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$170.00	P3	0.00	NM	6	\$1,020.00
Channels : KSNC,KSNG,KSNL,KSNN															
M-F 9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	----F--		1				\$170.00		0.00			
Week:		07/13/20	07/19/20	MTWTF--		3				\$170.00		0.00			
Week:		07/20/20	07/26/20	MTWT---		2				\$170.00		0.00			
N 4	Multi	07/10/20	07/23/20	KSN News	CM	12n-1pm	11111--	:30	5	\$100.00	P4	0.00	NM	11	\$1,100.00
Channels : KSNC,KSNG,KSNL,KSNN															



**Wichita KS KSNW**



Order / Rev: A2595864  
Alt Order #:  
Flight Dates: 07/10/20 - 07/23/20

Advertiser: POL/Dave Lindstrom/US Senate/KS/Rep  
Product Desc: Lindstrom For Senate  
Estimate:

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$50.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$50.00		0.00			
N 14	Multi	07/11/20	07/18/20	Today Show Sa	CM	8a-10a	-----1-	:30	1	\$50.00	P4	0.00	NM	2	\$100.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Today Show Sa													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$50.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$50.00		0.00			
N 15	Multi	07/11/20	07/18/20	Sa 5-530p	CM	5-530p	-----1-	:30	1	\$85.00	P4	0.00	NM	2	\$170.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Sa 5-530p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$85.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$85.00		0.00			
N 16	Multi	07/11/20	07/18/20	Sat KSN News at Six	CM	6-630pm	-----1-	:30	1	\$130.00	P4	0.00	NM	2	\$260.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Sat KSN News at Six													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$130.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$130.00		0.00			
N 17	Multi	07/11/20	07/18/20	Sa 630-7p	CM	630-7pm	-----1-	:30	1	\$150.00	P4	0.00	NM	2	\$300.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Sa 630-7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$150.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$150.00		0.00			
N 18	Multi	07/18/20	07/18/20	Sat Prime Other 1	CM	7-10p	-----2-	:30	2	\$175.00	P4	0.00	NM	2	\$350.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Sat Prime Other 1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/13/20		07/13/20	07/19/20	-----2-					2	\$175.00		0.00			
N 19	Multi	07/11/20	07/18/20	LN Sa	CM	KSN News at 10 S	-----1-	:30	1	\$175.00	P4	0.00	NM	2	\$350.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		KSN News at 10 Sat													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1-					1	\$175.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1-					1	\$175.00		0.00			
N 20	Multi	07/12/20	07/19/20	Kansas Today Sa/Su 6a-8a	CM	SaSu 6a-8a	-----1	:30	1	\$50.00	P4	0.00	NM	2	\$100.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Kansas Today Sa/Su 6a-8a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1					1	\$50.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1					1	\$50.00		0.00			
N 21	Multi	07/12/20	07/19/20	Today Show Su	CM	Today Show Su	-----1	:30	1	\$50.00	P4	0.00	NM	2	\$100.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Today Show Su													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1					1	\$50.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1					1	\$50.00		0.00			
N 22	Multi	07/12/20	07/19/20	Meet the Press	CM	Meet the Press	-----1	:30	1	\$200.00	P3	0.00	NM	2	\$400.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Meet the Press													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1					1	\$200.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1					1	\$200.00		0.00			
N 23	Multi	07/12/20	07/19/20	Good Day Kansas Su AM	CM	Good Day Kansas	-----1	:30	1	\$50.00	P4	0.00	NM	2	\$100.00
		Channels : KSNC,KSNG,KSNN,KSNNW													
		Good Day Kansas Wknd													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/06/20		07/06/20	07/12/20	-----1					1	\$50.00		0.00			
Week: 07/13/20		07/13/20	07/19/20	-----1					1	\$50.00		0.00			



Advertiser: POL/Dave Lindstrom/US Senate/KS/Rep

Product Desc: Lindstrom For Senate

Estimate:

Wichita KS KSNW

Totals	146	\$25,000.00
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Dave Lindstrom for US Senate

Book: Comscore May 2020

Proposal ID: 64454  
 Market: WICHITA-HUTCHINSON PLUS [72]  
 Station: KSNW+  
 Schedule Date: 7/9/2020 - 7/23/2020  
 Spot Length(s): :30  
 Book: Comscore May 2020  
 Report: Planner  
 Author: Audrey Berry

Acct. Exec: AUDREY BERRY  
 Phone #: 316-292-1156  
 Email: audrey.berry@ksn.com

Flight Dates: 7/9/2020-7/23/2020

Program Time	Spot Length	JL 9	JL 13	JL 20	CS-A35+ CS.RTG	CS-A35+ CS.000	CS-A55+ CS.RTG	CS-A55+ CS.000	W k s	Rate Spots
<b>KSNW+</b>										
KANSAS TODAY CPP/CPM Mo-Fr 5:00a-6:00a	:30	2	5	4	1.8 \$27.78	5.425 \$9.22	1.9 \$26.32	3.491 \$14.32	3	\$50.00 11
KSN TODAY CPP/CPM Mo-Fr 6:00a-7:00a	:30	2	5	4	3.4 \$29.41	10.335 \$9.68	3.6 \$27.78	6.576 \$15.21	3	\$100.00 11
LIVE WITH KELLY CPP/CPM Mo-Fr 9:00a-10:00a	:30	2	3	1	3.7 \$45.95	11.436 \$14.87	4.1 \$41.46	7.421 \$22.91	3	\$170.00 6
KSN NEWS-NOON CPP/CPM Mo-Fr 12:00p-12:30p	:30	2	5	4	4.6 \$21.74	14.014 \$7.14	5.4 \$18.52	9.788 \$10.22	3	\$100.00 11
Good Day Kansas CPP/CPM Mo-Fr 12:30p-1:00p	:30	2	5	4	3.6 \$19.44	11.092 \$6.31	4.2 \$16.67	7.687 \$9.11	3	\$70.00 11
JEOPARDY CPP/CPM Mo-Fr 4:00p-4:30p	:30	2	5	4	4.7 \$42.55	14.267 \$14.02	5.9 \$33.90	10.803 \$18.51	3	\$200.00 11
JEOPARDY CPP/CPM Mo-Fr 4:30p-5:00p	:30	2	5	4	6.0 \$46.67	18.256 \$15.34	7.6 \$36.84	13.817 \$20.26	3	\$280.00 11
KSN NEWS-5P CPP/CPM Mo-Fr 5:00p-5:30p	:30	2	5	4	7.6 \$23.03	23.181 \$7.55	9.4 \$18.62	17.137 \$10.21	3	\$175.00 11
KSN NEWS - 6P CPP/CPM Mo-Fr 6:00p-6:30p	:30	2	5	4	9.9 \$22.73	30.216 \$7.45	12.0 \$18.75	21.817 \$10.31	3	\$225.00 11
WHEEL OF FORTUNE CPP/CPM Mo-Fr 6:30p-7:00p	:30	2	5	4	13.2 \$22.73	40.359 \$7.43	16.2 \$18.52	29.402 \$10.20	3	\$300.00 11
KSN NEWS-10P CPP/CPM Mo-Fr 10:00p-10:35p	:30	2	5	4	7.6 \$39.47	23.403 \$12.82	8.7 \$34.48	15.856 \$18.92	3	\$300.00 11
Dateline CPP/CPM Fri 8:00p-10:00p	:30	2	2	--	5.3 \$47.17	16.331 \$15.31	6.3 \$39.68	11.367 \$21.99	2	\$250.00 4
Kansas Today Weekend CPP/CPM Sat 6:00a-8:00a	:30	1	1	--	2.6 \$19.23	7.873 \$6.35	3.0 \$16.67	5.429 \$9.21	2	\$50.00 2
SATURDAY TODAY CPP/CPM Sat 8:00a-9:00a	:30	1	1	--	3.5 \$14.29	10.831 \$4.62	4.1 \$12.20	7.369 \$6.79	2	\$50.00 2
JEOPARDY CPP/CPM Sat 5:00p-5:30p	:30	1	1	--	4.9 \$17.35	15.051 \$5.65	6.4 \$13.28	11.612 \$7.32	2	\$85.00 2
KSN NEWS AT SIX SAT CPP/CPM Sat 6:00p-6:30p	:30	1	1	--	8.4 \$15.48	25.607 \$5.08	10.6 \$12.26	19.348 \$6.72	2	\$130.00 2





Dave Lindstrom for US Senate

Book: Comscore May 2020

Proposal ID: 64454  
 Market: WICHITA-HUTCHINSON PLUS [72]  
 Station: KSNW+  
 Schedule Date: 7/9/2020 - 7/23/2020  
 Spot Length(s): :30  
 Book: Comscore May 2020  
 Report: Planner  
 Author: Audrey Berry

Acct. Exec: AUDREY BERRY  
 Phone #: 316-292-1156  
 Email: audrey.berry@ksn.com

Flight Dates: 7/9/2020-7/23/2020

Program Time	Spot Length	JL 9	JL 13	JL 20	CS-A35+ CS.RTG	CS-A35+ CS.000	CS-A55+ CS.RTG	CS-A55+ CS.000	Wk s	Rate Spots
<b>KSNW+</b>										
WHEEL OF FORTUNE-SAT CPP/CPM Sat 6:30p-7:00p	:30	1	1	--	10.1 \$14.85	30.926 \$4.85	13.0 \$11.54	23.553 \$6.37	2	\$150.00 2
Dateline Sat Night Mystery CPP/CPM Sat 7:00p-9:00p	:30	--	2	--	5.5 \$31.82	16.687 \$10.49	6.5 \$26.92	11.785 \$14.85	1	\$175.00 2
KSN NEWS SA10P CPP/CPM Sat 10:00p-10:30p	:30	1	1	--	7.5 \$23.33	22.816 \$7.67	8.7 \$20.11	15.885 \$11.02	2	\$175.00 2
Kansas Today Weekend CPP/CPM Sun 6:00a-8:00a	:30	1	1	--	2.3 \$21.74	7.051 \$7.09	2.7 \$18.52	4.952 \$10.10	2	\$50.00 2
SUNDAY TODAY-NBC CPP/CPM Sun 8:00a-9:00a	:30	1	1	--	3.2 \$15.63	9.653 \$5.18	3.7 \$13.51	6.733 \$7.43	2	\$50.00 2
Meet the Press CPP/CPM Sun 9:00a-10:00a	:30	1	1	--	3.0 \$66.67	9.088 \$22.01	3.5 \$57.14	6.286 \$31.82	2	\$200.00 2
Good Day Kansas Extra CPP/CPM Sun 10:30a-11:00a	:30	1	1	--	1.6 \$31.25	5.038 \$9.92	1.9 \$26.32	3.447 \$14.51	2	\$50.00 2
KSN NEWS AT 5PM CPP/CPM Sun 5:00p-5:30p	:30	1	1	--	5.1 \$39.22	15.535 \$12.87	6.3 \$31.75	11.401 \$17.54	2	\$200.00 2
KSN NEWS SUN10P CPP/CPM Sun 10:00p-10:35p	:30	1	1	--	7.9 \$28.48	24.080 \$9.34	9.2 \$24.46	16.765 \$13.42	2	\$225.00 2
<b>KSNW+ Totals</b>		36	69	41						<b>\$25,000.00</b>
					GRP/(000)	861.0	2630.440	1032.9	1879.238	
					CPP/CPM:	\$29.04	\$9.50	\$24.20	\$13.30	
					Reach:	97.3	97.3	97.5	97.5	
					Frequency:	8.9	8.9	10.6	10.6	
										<b>Spts: 146</b>

<b>Total Cost:</b>	<b>\$25,000.00</b>	<b>Signature</b>
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Multi-Demo Summary (CS-A35+ CS.RTG)							
Description	Spots	Cost	Reach	Freq	CPM	Net Reach	Population
CS-A35+	146	\$25,000.00	97.3	8.9	\$9.50	297,652	306,045
CS-A55+	146	\$25,000.00	97.5	10.6	\$13.30	177,083	181,692



## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Dave Lindstrom, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☒  
☐

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Dave Lindstrom

Authorized committee:

Lindstrom for Senate

Agency requesting time (and contact information):

☒ N/A

Candidate's political party:

GOP - Republican

Office sought (no acronyms or abbreviations):

United States Senate

Date of election:

8/4/2020

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Charles Claar

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☒

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

Candidate/Committee/Agency

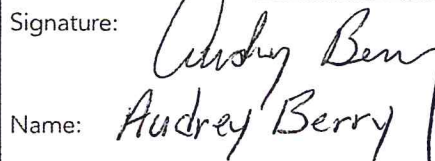
Station Representative

Signature:



Name: Dave Lindstrom

Signature:



Name: Audrey Berry

Date of Request to Purchase Ad Time:

7/8/20

Date of Station Agreement to Sell Time:

7/8/20

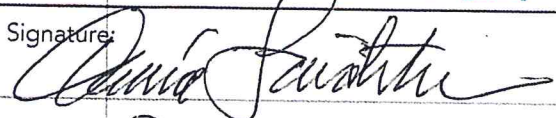


**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:



Name:

DAVE LINDSTROM

Date:

7-8-20

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

☒

Yes

☐

No

Date ad received:

7/8/20

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☒

Yes

☐

No

☐

N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

☐

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

A2595864

Station Call Letters:

KSNW

Date Received/Requested:

7/7/20

Est. #:

N/A

Station Location:

Wichita, KS

Run Start and End Dates:

7/10 - 7/23/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.